



# Mapping Catchments

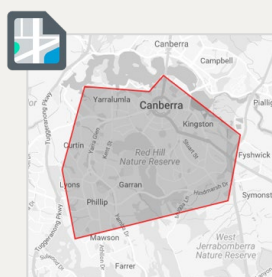
## Catchment Shapefiles



- i** If your business already has location or target delivery area data captured in a Shapefile, you can upload this data directly into Campaign Targeter to automatically create up to 500 sub-account locations and delivery areas.

This feature is helpful if you frequently create campaigns for multiple locations and deliver to specific boundaries.

### ? What are Catchment Shapefiles?



Catchment Shapefiles store the geographic data of your target delivery areas or store locations. They must conform to a specific file format to be compatible with Campaign Targeter.

There are resources available online to help you create a Shapefile or you can consult the services of a GIS mapping specialist.

Campaign Targeter accepts:

- Esri Shapefile format
- WGS84 projection

### 🖥️ Uploading Catchment Shapefiles

1. Select “Catchment Sets” from the Customer menu on the Dashboard.
2. Select “Create new Catchment Set”.
3. Enter a name for the Catchment Set and select “Save”.

**Catchment Sets**

**Create new Catchment Set**

Catchment Set name

**Save**

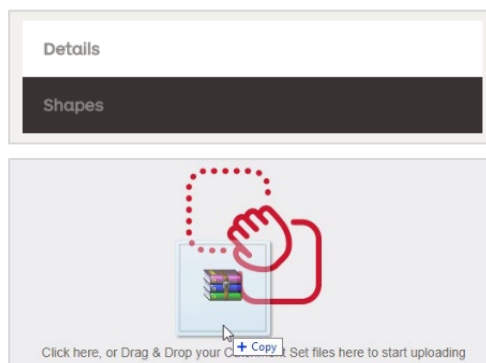
- i** Once your Catchment Set has been created on the system, you need to upload your Shapefile.

4. Select the “Shapes” tab.
5. Upload your Shapefile by clicking to browse for a file, or dragging a compatible file into the area indicated.

Your Shapefile has now been uploaded.

**Note:** By uploading a Shapefile, you can create:

- Catchment area files for mapping delivery, and,
- Customer sub-accounts to represent different stores or business locations.





## Mapping with Catchment Area Files

1. On the “Where” tab, select “Use Catchment Area File” from the catchment method drop-down list.
2. Select the appropriate dataset you would like to use.

All Catchment Shapefiles previously uploaded will appear in this list for you to select from.



Once selected, the catchments defined in your Shapefile data will display on the map.



3. Select campaign preferences to determine your cost, coverage and delivery products.
4. Select “Map It” to preview your campaign summary.
5. Select “Next” to review your campaign.

**Manage Campaigns For Nick's Music Warehouse**

Shapefile catchments

Details

**Catchments**

Where: Use catchment area file

Who: My Shapefile Data

Target list: Catchment preferences

Catchment preferences

Cover all catchment

More boundary overlap, lower cost

Catchment locations

Filter

PARKES SHIRE COUNCIL

GRIFFITH CITY COUNCIL

THE COUNCIL OF THE SHIRE OF HORNSBY

GOULBURN MULWAREE COUNCIL

URALLA SHIRE COUNCIL

KATHERINE MUNICIPALITY

COOMALIE SHIRE

BARCOO SHIRE

MOUNT ISA CITY

MARANOVA REGIONAL

TABLELANDS REGIONAL

SCENIC RIM REGIONAL

LAUNCESTON CITY COUNCIL

WIARATAH-WYNNYARD COUNCIL

MOUNT ALEXANDER SHIRE

Map tools

Default

Select round

Greyscale

Map it

Save

Next

Summary

Unaddressed Mail

Delivery point	Residential	Business	Total
Street address	196,981	11,647	207,979
Post office box	18,107	9,259	27,366
Roadside	47,686	1,033	48,181
Counter service	0	0	0
Total	262,774	21,939	283,526

Indicative pricing

Product	Delivery points	Unit price	Total
Total Unaddressed Mail	283,526	\$0.199	\$56,421.67
Total delivery points	283,526		\$56,421.67

Use own unit price



For more helpful information and to register, visit: [auspost.com.au/campaigntargeter](https://auspost.com.au/campaigntargeter)